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Amendments to the Claims:

Please amend the claims as follows:

1. (Currently Amended) A system for obtaining data regarding customer use of interactive television, comprising:

at least one application servers including at least one application program where the at least one application program is transmitted to users via at least one broadcast centers;

a communications satellite, where the communications satellite receives transmissions from the at least one broadcast center;

a plurality of satellite dishes that receive the at least one application programs via the communications satellite, where each satellite dish transmits signals to a integrated receiver/decoder (IRD), where the IRD may transmit signals via a modem;

at least one graphic user interface (GUI) provided for each IRD, where the at least one GUI enables users to interact with and input data to the at least one application program, where the IRD includes callback functionality and flash memory;

a data log of user transactions and navigation activity, said data residing in the flash memory;

at least one communications servers for receiving any callback functionality including data;

at least one interactive servers where the at least one interactive server receives signals from the at least one communication server, wherein the at least one interactive server encapsulates the data into an appropriate protocol for transmission and each interactive server including a 333 MHz CPU or greater and 256 MB RAM or greater;

at least one interactive data repository (IDR) for storing data; and

a router in each interactive server, where each router includes a router application, said

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router application written in Unix C or Open TV.

2. (Previously Amended) The system of claim 1, wherein each interactive server comprises a parser of the data in the data log and an encapsulator of data into appropriate protocol for database users, each interactive server transmitting data to the at least one IDR and each IDR stores parsed data.

3. (Previously Amended) The system of claim 1, wherein each IDR transmits data to an interactive business system ("IBS") wherein data in each IDR is correlated with data in the IBS.

4. (Previously Amended) The system of claim 1, wherein the at least one communication server includes a bank of modems.

5. (Previously Amended) The system of claim 1, wherein the router in each interactive server identifies a particular interactive television action by a code and routes the code to the appropriate IDR.

6. (Previously Amended) The system of claim 1, wherein the at least one application program includes a banking application.

7. (Previously Amended) The system of claim 1, wherein the at least one application program provides data to the user.

8. (Previously Amended) The system of claim 1, wherein the at least one interactive server encapsulates the data regarding a particular interactive television action into TCP/IP protocol.

9. (Previously Amended) The system of claim 1, wherein each communication server, interactive server, and IDR are located at the same operating company.

10. (Previously Amended) The system of claim 3, wherein each communication server, interactive server, IDR and IBS are located at the same operating company.

11. (Previously Amended) The system of claim 3, wherein data in each IDR is

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communicated to a central IDR.

12. (Previously Amended) The system of claim 11, wherein communication between each IDR and the central IDR is performed by satellite.

13. (Previously Amended) The system of claim 3, wherein a code in the data downloaded from each IRD is compared with data in the IBS to allow identification of the user.

14. (Currently Amended) A method for obtaining data regarding a customer use of interactive television, comprising the steps of:

providing at least one application programs on application servers;

transmitting the at least one the application program to a broadcast center;

transmitting the at least one application program from the broadcast center to a communications satellite;

transmitting the application program from the communications satellite to a plurality of satellite dishes;

communicating the at least one application program from each satellite dish to at least one integrated receiver/decoders ("IRD");

enabling a user to input data into the at least one application program received by the IRD via a graphical user interface (GUI);

inputting data into a data log in flash memory in each IRD;

transmitting the data log via callback from each IRD to a communications server;

transmitting the data log from the communications server to an interactive server;

parsing user navigation and transaction data where the transactions include gaming activity, weather requests, advertising viewed and banking transactions from the data log; and

storing user ~~customer~~ navigation and transaction data in at least one interactive data repositories ("IDRs").

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15. (Previously Amended) The method of claim 14, further comprising the steps of correlating the data in each IRD with data in an Interactive Business System ("IBS").

16. (Previously Amended) The method of claim 15, wherein communication of the data in each IDR with the data in the IBS enables the operator of the IBS to identify the user associated with each IDR.

17. (Previously Amended) The method of claim 16, further comprising the step of communicating the data in each IDR with a central IDR.

- 18. (Cancelled)
- 19. (Cancelled)
- 20. (Cancelled)
- 21. (Cancelled)
- 22. (Cancelled)
- 23. (Cancelled)
- 24. (Cancelled)